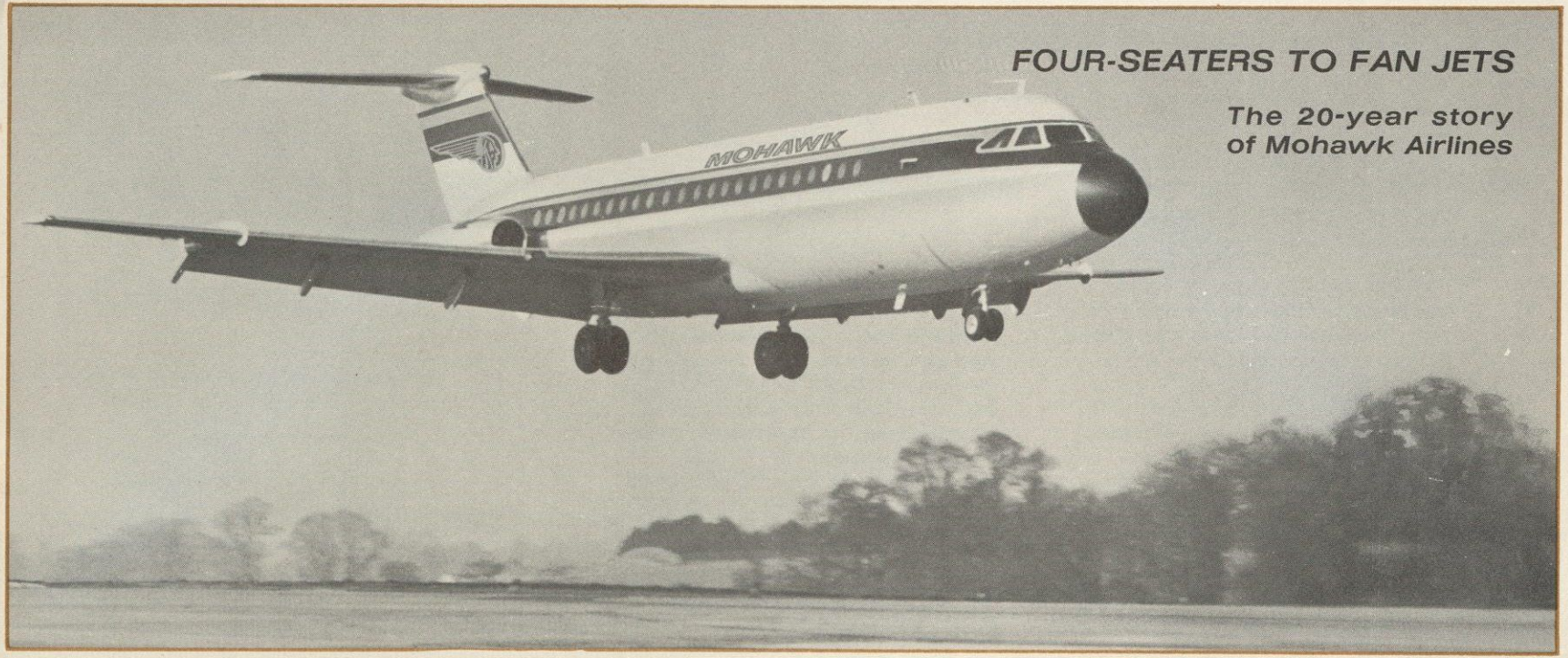
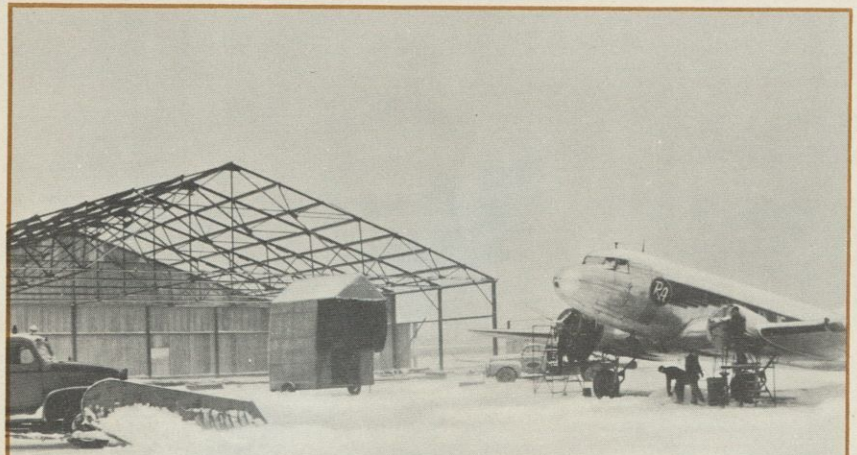


FOUR-SEATERS TO FAN JETS

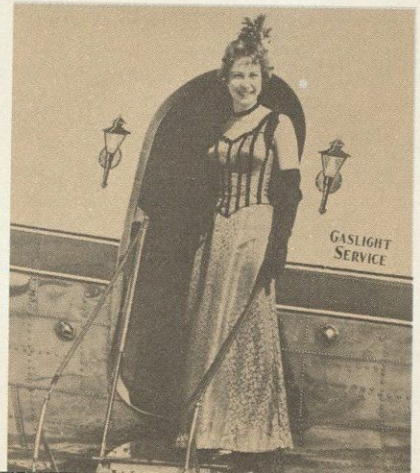
The 20-year story of Mohawk Airlines



GROWING PAINS, 1949: Mohawk's adolescence was a mix of pangs and pleasures. Before completion of its Ithaca hangar, in background, engine maintenance was an outdoor exercise performed in winter by mechanics with frost-bitten fingers while ground crews plowed drifts on the runway.

NEW GHQ: By 1955 Mohawk was serving 22 cities, had outgrown Ithaca hangars. New $3 million maintenance center at Oneida County Airport between Utica and Rome, N. Y. was occupied in 1958, served as Mohawk general headquarters.

A GRAND LADY RETIRES

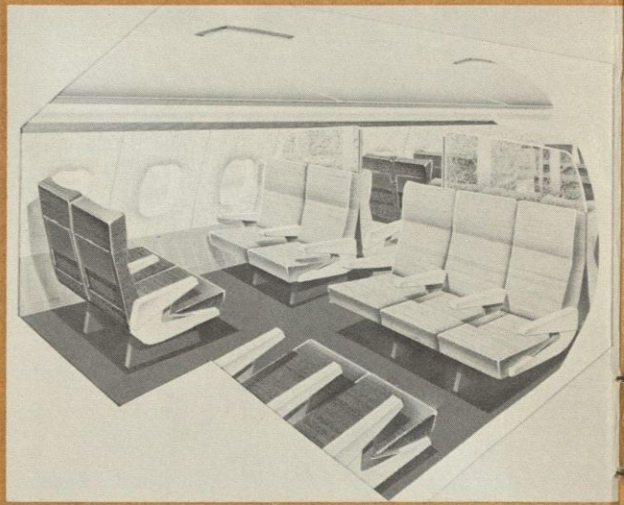


The beloved Douglas DC-3's, mainstay of aviation's formative years, were retired gradually and gracefully from the Mohawk fleet. In 1960 two of them, refitted with Gay Nineties brocade curtains and antimacassars on the seats, became the evening "Gaslight Service" across New York State and New England.
Low-necklined stewardesses, free beer and pretzels and a Men Only restriction won a large clientele of businessmen. Distaff charges of discrimination led to later addition of a family parlor for women.

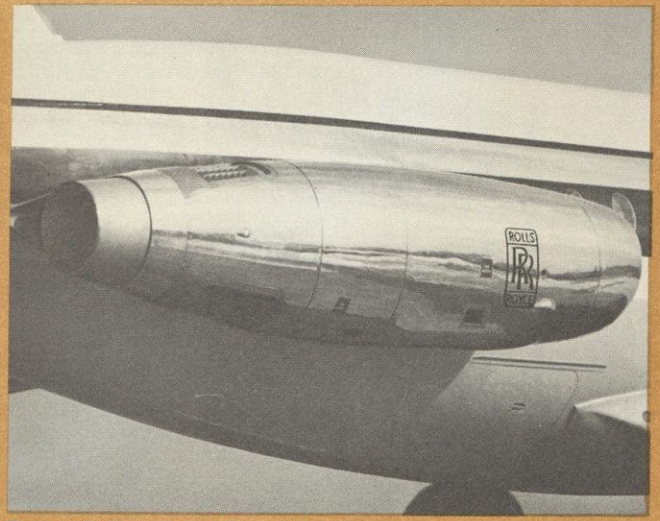
The 54-passenger Convair 440 was now the queen of the Mohawk fleet, which had spread its wings as far as Detroit, Pittsburgh and Cleveland on the West, and Boston on the East. An era ended, and the Smithsonian Institution was to become the resting place of models of the pioneering aircraft that helped build Mohawk.
An airline dedicated to serving the commuter and connecting air passenger had been born, had survived and thrived, and had become an institution.

START OF A NEW ERA

Mohawk's decision to re-equip with pure jets was made in 1962 after intensive study of the next ten years' needs. The line's traffic was growing by 20% each year and maximum expansion in seats had taken place with existing aircraft. Improvement in Mohawk's quality of service demanded a larger aircraft of pure jet design for the densely travelled routes, and no such plane was available in the U.S. But on the drawing boards of British Aircraft Corporation exactly such a plane was taking form. Designed for runs as short as 200-300 miles, to cruise at 550 mph, taking off from runways of many medium-sized cities, and carrying 65 to 70 passengers—this was the ideal new queen of the Mohawk fleet. It took form as the BAC One Eleven, direct descendant of many proud British military and transport craft. Its two Rolls Royce fan jets, mounted in the rear were to exert their combined 22,000 pounds of thrust well aft of the passenger area, so that their roar would be left far behind. Mohawk specified a new alternate four-and-five seating arrangement to give passengers big jet comfort. Doors fore and aft with built-in stairs, would speed loading and unloading. Mohawk ordered seven One Elevens for delivery starting in the Spring of 1965.



Feature I: "Living room" feeling replaces tunnel-like aisle of older planes. Mohawk's alternate four-and-five seating provides room for donning coats.



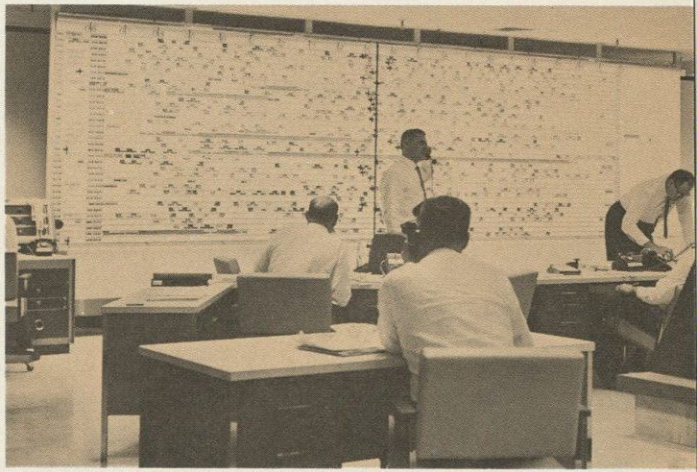
Feature II: Rolls-Royce Spey-2 turbofan engines were designed for reliability and speed. From idling to maximum 22,000-lb. thrust takes only 5 seconds.

Feature III: Two doors with built-in stairs open from within, permit fastest boarding, de-planing. Ground-level cargo loading speeds intermediate stops.

MOHAWK AIRLINES
EXECUTIVE OFFICES

MEANWHILE, a regional airline comes of age

As Mohawk's route map spread across the nation's northeastern states, more space, more staff and better inter-city communication, as well as new flight equipment, became necessary. The Convairs would not fit in the Ithaca hangar; holes had to be cut for their high tail structures, and the doors left open. In 1958 Mohawk moved into a new $3 million combination headquarters and maintenance building at the Oneida County airport—midway between Utica and Rome, N.Y., and almost the exact geographical center of the route system. In 1964 growth required addition of a $1.5 million executive office building (left). One of its advanced features is a vast control board (right) which shows the status of each flight on the Mohawk system at any minute of the day or night. In quick succession: successful replacement of former trunk airline service in more than a dozen cities; expansion of routes and services to Toronto and to all New York City airports; listing on the American Stock Exchange; building of a $1,000,000-a-year business in maintenance of corporate and private aircraft. By 1962 Mohawk carried 1,000,000 passengers a year, became the No. 1 regional carrier.



New GHQ: Mohawk's new $1.5 million headquarters at Utica, N.Y. (opposite) was designed expressly as an airline nerve center. Control board above plots every plane in fleet.

ELECTRONIC AIDS, always with the human touch

Mohawk's growth could not have been accomplished without a major improvement in communications. In 1961 a Telpak group channel telephone system was installed—the first in the industry—which enabled Mohawk to centralize all reservations in two locations: Syracuse, N.Y. (right) and New York City. This same system provided an open line among all of Mohawk's 34 stations and led to one of the most advanced management tools in airline use today—the 8:00 a.m. daily Briefing Session (center). President, officers and supervisors gather for a 30 minute session each weekday to discuss the previous day's problems—ranging from a lost piece of luggage in Albany to an eight minute take-off delay in Cleveland—and to guard against a recurrence.

A computer handles centralized reservations (right) to provide jet age speed to customer demands for seats. The same computer provides information as to whether a flight is on time and if not why not. Another computer plots pilot hours, fuel requirements, crew and maintenance parts availabilities. Computers will not do Mohawk's operational thinking but the information they provide speeds and sharpens the growing airline's handling of human decisions.

Reservation Centers in New York City and Syracuse (above) use Univac for instant seat availability. Telpak telephone connects 34 Mohawk stations.

Daily Briefing: Every morning at 8:00 a.m. two-way phone network brings 34 station managers "into headquarters" above, to discuss past 24-hour operation.

Data Center: Computers store and quickly retrieve data on parts, fuel, crew availabilities, plot pilot hours, at Utica headquarters building.

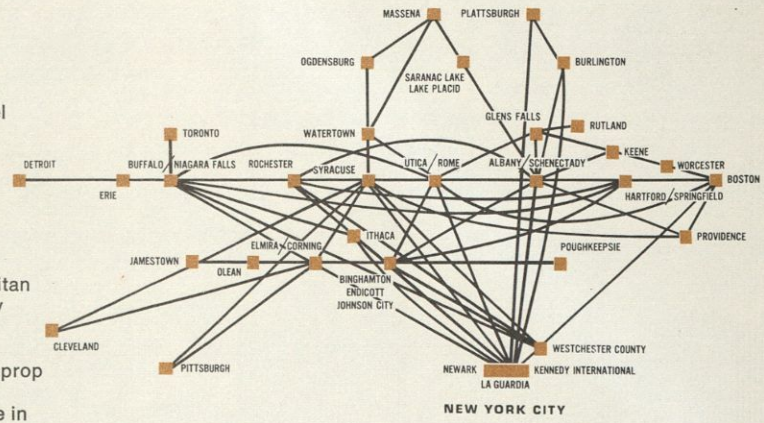
DEBUT OF THE REGIONAL JET

The first BAC One Eleven rolled out of its hangar on the southern coast of England on August 20, 1963. As it roared down the runway and took off, it marked the debut of the first jet plane designed expressly for the Mohawk kind of airline, a system which blankets up to a dozen states with major cities a few hundred miles apart. The Mohawk One Eleven is a *proven* plane, *proven by literally thousands of laboratory and flight tests.* With completely self-contained heating, air-conditioning and electric systems powered by a small auxiliary turbine located in the tail, the Mohawk One Eleven needs no airport ground-support equipment, yet maintains the same comfort level on the ground as in the air, regardless of season. This, plus the cabin-actuated passenger door-ramps fore and aft, make for quick intermediate stops—a trademark of Mohawk's time-conscious commuter service. Luggage is mostly carry-aboard, with ample front-and-aft storage. Takeoffs are amazingly swift, and the 550 miles per hour airspeed brings all Mohawk cities, from Massachusetts to Michigan, within commuter range.

MOHAWK

MOHAWK MILESTONES

1945: First flight, Ithaca, New York, to New York City.
1948: First with Dual Very High Frequency Omni-range Radio navigation–still the best system available today.
1952: First to evaluate DME (Distance Measuring Equipment) in scheduled service, in cooperative program with FAA. Refined version is now required on all airline equipment.
1954: First helicopter operation over route certificated for fixed-wing aircraft (Newark, N.J. - Liberty/Monticello, N.Y.)
1955: First major re-equipment program in local service industry, with purchase of post-war, pressurized Convair 240's.
1957: First local service carrier to be certificated to compete with a trunk carrier on a major high-density route.
1959: Purchase of 5–54 seat Convair 440's, the most efficient and modern aircraft for short-haul, high volume markets.
1961: Largest route transfer by trunk to a regional carrier (Eastern to Mohawk)–a 40% growth overnight.
1961: Installation of Telpak group channel communications, a first in the airline industry; centralization of reservations into two offices.
1962: First order for pure jets by a regional carrier.
1962: First computerized reservations among regionals.
1963: Only carrier to serve all 4 metropolitan New York City airports, Newark, Kennedy International, LaGuardia and Westchester County.
1964: Decision to purchase FH-227 turbo prop to provide an all-turbine fleet.
1965: Inauguration of first pure jet service in regional airline industry.



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